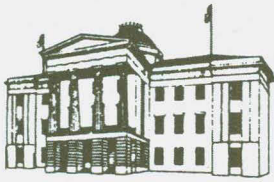


State of North Carolina



BEVERLY EAVES PERDUE
GOVERNOR

PERIOD OF PURPLE CRYING

2010

BY THE GOVERNOR OF THE STATE OF NORTH CAROLINA

A PROCLAMATION

WHEREAS, normal babies can cry for hours at a time and cannot be soothed; and

WHEREAS, this crying is common in the first five months of life, peaking around two months and ending between four and five months; and

WHEREAS, this time of normal increased crying is called the Period of PURPLE Crying; and

WHEREAS, frustration with prolonged infant crying is the primary trigger for Shaken Baby Syndrome; and

WHEREAS, Shaken Baby Syndrome is one of the leading causes of child abuse deaths in the United States, claiming an estimated 1,400 lives each year; and

WHEREAS, each year, Shaken Baby Syndrome is responsible for more than 100,000 cases of head injury among infants and young children in the United States; and

WHEREAS, at least 50 cases of Shaken Baby Syndrome are diagnosed each year in North Carolina, with experts believing that a significant number of additional Shaken Baby Syndrome cases go undiagnosed; and

WHEREAS, Shaken Baby Syndrome affects tens of thousands of lives every year and costs billions of dollars in care; and

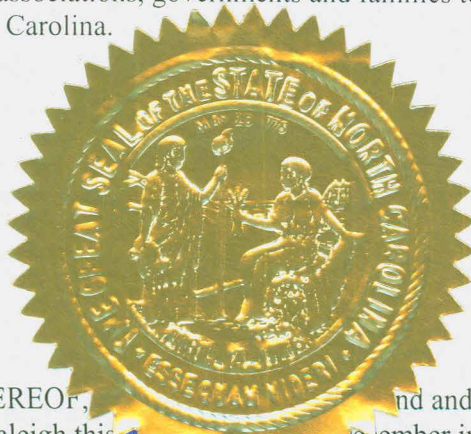
WHEREAS, this pressing and preventable public health issue has significant social, emotional and economic implications; and

WHEREAS, the Period of PURPLE Crying: Keeping Babies Safe in North Carolina program, is a five-year, statewide test of the Period of PURPLE Crying Shaken Baby Syndrome prevention program; and

WHEREAS, nearly 5,000 hospital healthcare providers at 86 hospitals and birthing centers have been trained in North Carolina to teach parents about the Period of PURPLE Crying; and

WHEREAS, at the end of the five-year study, more than a half million parents of newborns will have received training about the Period of PURPLE Crying;

NOW, THEREFORE, I, BEVERLY EAVES PERDUE, Governor of the State of North Carolina, do hereby proclaim January 2010, as **"PERIOD OF PURPLE CRYING: KEEPING BABIES SAFE IN NORTH CAROLINA"** and January 15, 2010, as **"PURPLE DAY"** in North Carolina. I commend this observance to our citizens as an opportunity to better understand infant crying and to spread awareness that the Period of PURPLE Crying is a normal time in a baby's life. I further encourage parents, caregivers, communities, schools, faith-based organizations, foundations, associations, governments and families to participate in efforts to prevent infant abuse and to keep babies safe in North Carolina.



Beverly Eaves Perdue

BEVERLY EAVES PERDUE

IN WITNESS WHEREOF, I, the Governor, have hereunto set my hand and affixed the Great Seal of the State of North Carolina at the Capitol in Raleigh this 15th day of December in the year of our Lord two thousand and nine, and of the Independence of the United States of America two hundred and thirty-fourth.